

***Broadview / Bitter Lake / Haller Lake***  
***NEIGHBORHOOD PLAN UPDATE***  
***DRAFT***  
***PROJECT MANAGEMENT PLAN***  
***2010***

*This document will be revised following discussions and input from the  
BBLHL Neighborhood Advisory Committee*

*Draft December 29, 2010*

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DISCUSSION DRAFT

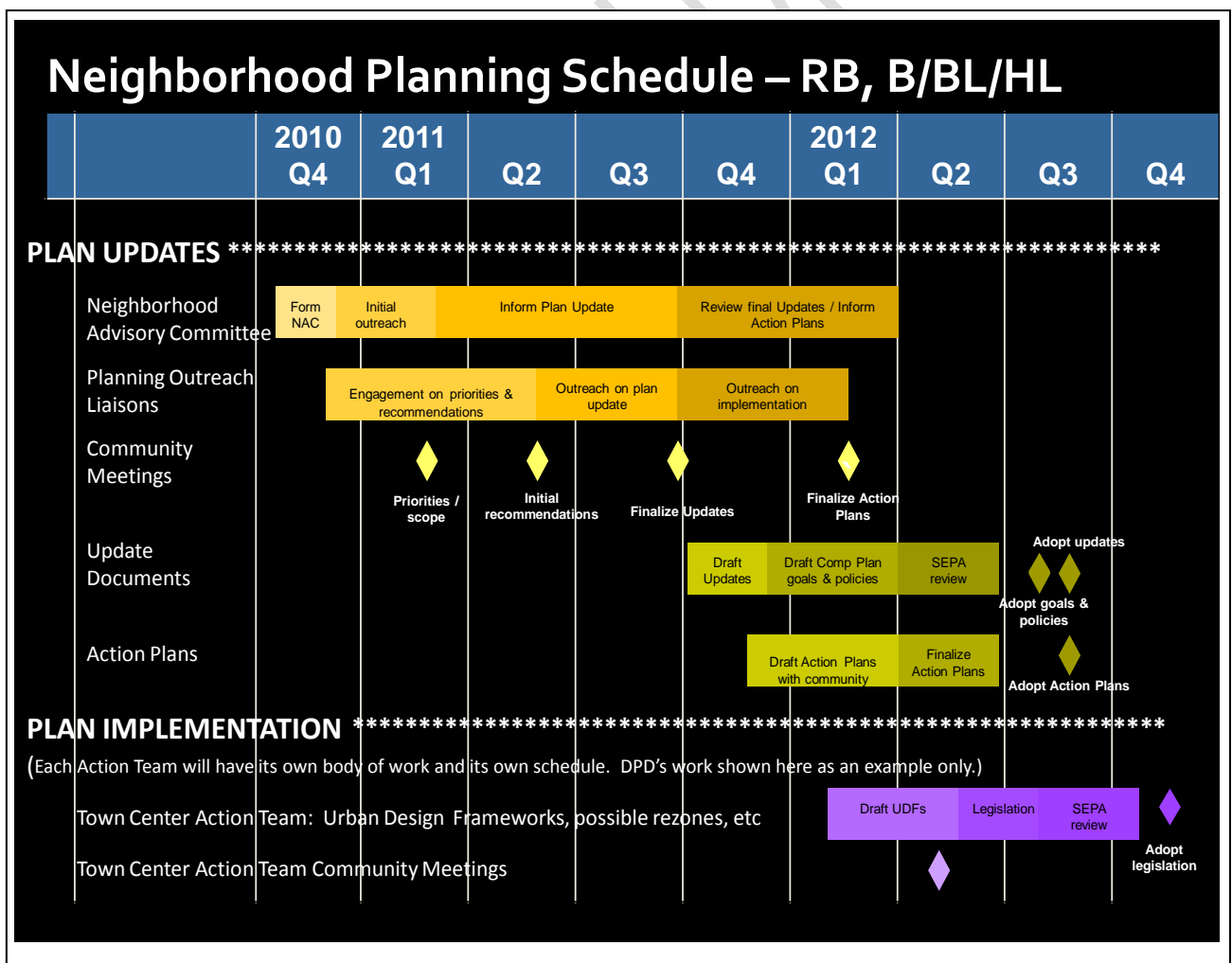
# I. PROJECT OVERVIEW

## A. Project Description

The City, through an interdepartmental team led by the Department of Planning and development (DPD) and Department of neighborhoods (DON), is working with the community to update the neighborhood plan for the Rainier Beach, and the Broadview / Bitter Lake / Haller Lake (BBLHL) Urban Villages. Through the updates, community members and the City will respond to new pressures and opportunities.

## B. General Timeline

- Deadline for project completion: December 31, 2012
- Deadline for project decision(s): There is no deadline for ensuing City decision making or community activities.



## **C. Neighborhood Planning Background**

### **1. Neighborhood Plans**

In the 1990s, community members from 38 neighborhoods across the city created a 20-year vision for how each of their neighborhoods would grow. This work was done as part of the Seattle Comprehensive Plan initiative, a citywide effort that sought to “preserve the best quality of Seattle’s distinct neighborhoods while responding positively and creatively to the pressures of change and growth.” The Neighborhood Plans developed strategies to ensure that the “creative response” to growth was informed by both City expertise and local knowledge and priority-setting. The existing plans can be found on-line at <http://www.seattle.gov/neighborhoods/npi/matrices.htm>

### **2. Neighborhood Plan Updates -- Council Ordinance and Resolution**

In the decade after the plans were completed, there were significant changes in Seattle and its neighborhoods, including growth in housing and major investments in public amenities. Also, during this time the population of the city greatly diversified, requiring new strategies for civic engagement. Therefore, in 2008, the Mayor and City Council recognized the need to revisit the plans through broad and inclusive discussions with the community—to confirm the neighborhood Vision, refine the plan Goals and Policies in order to take into account changed conditions, and to update work plans to help ensure that each community’s vision and goals are achieved through the implementation of the strategies and actions. Council Ordinance identifies the following steps for updating the neighborhood plans (excerpted).

- *Prepare and publish an overview of the adopted neighborhood plans for each area, and Concept-level Station Area Planning Recommendations if applicable, plus data describing current conditions, including a review of infrastructure capacity. The latter will be similar to the citywide neighborhood review process described in Section C that will be used for other neighborhood plan areas.*
- *For each planning area, the community will guide the plan update process.*
- *DON staff will coordinate the public meetings. The planning update process will begin with an event(s) at which community members will be invited to describe their ideas and establish a vision for achieving City and neighborhood goals.*
- *The initial meetings will rely upon workshops and/or small group discussions to identify issues and opportunities for the broad neighborhood plan area, and help layout design concepts for each station area.*
- *DON will work with community groups representing under-served populations that are not engaged in the initial event to obtain their input.*
- *Based on the community's ideas and suggestions for meeting the neighborhood's planning objectives, draft concepts will be produced with recommendations for both the station area and broader neighborhood plan.*

- Each draft neighborhood plan update will address the neighborhood's ideas and suggestions, and will contain recommended public and private investments, zoning and urban design recommendations, and a range of implementation strategies.
- Another round of public meetings will focus on obtaining feedback on specific recommendations in the draft neighborhood plans.
- DPD will conduct an environmental review for the recommendations for each proposed plan update.
- After the meetings, revisions will be made to the neighborhood plan updates to reflect public comments.
- After the affirmation process, the Executive will submit each updated neighborhood plan to Council for its review. The Executive recommendation will include legislation to amend the Comprehensive Plan's Neighborhood Planning element.

### **3. Status Reports**

The City has developed "status reports" - snapshots of data about the neighborhood and community perceptions about their neighborhood. These can be viewed at [http://www.seattle.gov/dpd/Planning/Neighborhood\\_Planning/StatusReports/default.asp](http://www.seattle.gov/dpd/Planning/Neighborhood_Planning/StatusReports/default.asp) Community members were asked to review this information and identify priority issues during a series of meetings, hosted by the Seattle Planning Commission, in March, 2009. The outcome of these meetings helped the City to select Rainer Beach and Broadview, Bitter Lake Haller Lake areas for neighborhood plan updates.

### **4. Update Framework**

To be completed

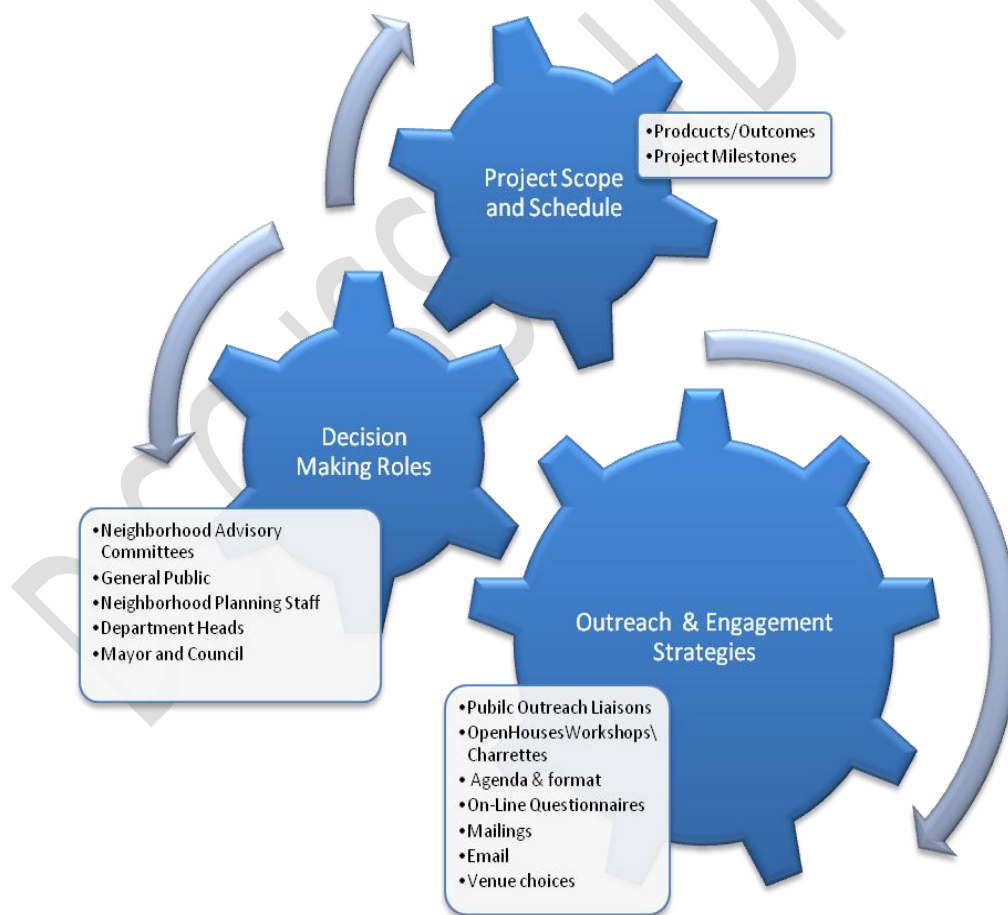
## II. PUBLIC ENGAGEMENT PLAN

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### A. Overview

A comprehensive Public Engagement Plan (PEP) is crucial to the success of any public engagement effort. Thorough and well thought out plans simplify the process by providing a systematic approach, maximizing the use of available resources and minimizing delays by ensuring that public engagement activities are coordinated with project tasks and milestones. The goal of the PEP is to nurture the public opportunities throughout the process to influence and understand project decisions. A PEP defines and coordinates a number of elements that must work together to support effective engagement where all parties have:

- well-informed understanding of the project;
- clear expectations about role of their input in project decisions;
- meaningful and appropriate opportunities to be engaged in the project; and
- decision-makers benefit from timely and well-informed input.



*The Elements of a Public Engagement Plan Must Work Together to be Effective*

## **B. Public Involvement Objectives**

The process for Neighborhood Plan Updates is committed to engaging community members using a variety of outreach and engagement strategies that support inclusion and meaningful participation. Ultimately, this is an opportunity for diverse community input to help shape the neighborhood plan updates. Seattle Department of Neighborhoods will specifically aim to engage underrepresented members of the community who do not normally participate, so that more voices can be heard.

### **1. Council Direction on Public Outreach & Engagement**

Council Ordinance 122799 provides the following principles for public outreach and engagement during neighborhood plan updates.

*The public outreach and engagement program will lay the foundation for engaging a broad and diverse cross-section of neighborhood stakeholders during the neighborhood plan update process. The following principles and lessons learned from previous planning processes will guide public engagement for both the neighborhood plan status reports and for updating individual neighborhood plans:*

- 1. Focus on strengthening and renewing relationships with neighborhood organizations, neighborhood councils, business groups, stewardship groups, immigrant and refugee groups and other underrepresented groups, interested individuals, etc.*
- 2. Make extensive use of the City's website to post information in advance of, and after, public meetings or project milestones.*
- 3. Produce materials in languages reflective of the community, and use communication venues and means appropriate to those communities to spur the interest and participation of communities that have not participated in past city-sponsored planning activities.*
- 4. Use extensive mailing to establish broad interest; thereafter rely on participation at public and organization meetings and via website to gauge interest.*
- 5. Use innovative outreach and engagement activities that allow and encourage the diverse participation of the community while respecting cultural customs and traditions.*
- 6. Bring meetings and events to people and make use of already established meetings in the community. Convene City meetings when necessary, particularly to engage hard to reach or underrepresented communities.*
- 7. Set reasonable expectations for each round of meetings, clarify timelines and opportunities for input, and be clear about City's role vs. community's role to minimize the need to "revisit" issues in subsequent meetings.*
- 8. Provide summaries of comments received at each meeting.*
- 9. Compile and report on the "themes" heard during the public comment process.*
- 10. Organize reporting for both the neighborhood-specific interests as well as those interested in broader issues.*
- 11. Make best use of and respect the extensive community knowledge, expertise, and passion for Seattle that exists in all our neighborhoods.*

The following sections of Council Resolution 31204, that outlined specific actions and deliverables for completing the North Beacon Hill, North Rainier, and Othello neighborhood plan updates, are relevant to the Rainier Beach and BBLHL updates.

*Section 1. Implementation Plans. The City Council requests that the Executive build upon the community outreach efforts in 2009 and actively engage the North Beacon Hill, North Rainier, and Othello neighborhoods to develop implementation plans (previously referred to as "Approval and Adoption Matrices") for each of the updated neighborhood plans. The City Council anticipates a successful engagement effort will include the elements outlined below.*

*a) The engagement effort should enable the public to provide feedback through a variety of mediums, including public meetings and the use of online surveys.*

*b) The engagement effort should involve diverse and meaningful community participation, measured by the number and diversity of participants attending community meetings or responding online. Ideally, at least 50 people will attend the public meetings from each of the three neighborhood planning areas (approximately 1% of the population for each planning area) and at least an additional 50 people will participate online or through other avenues. Participants should reflect the demographic makeup of the community and at least one-third of total participants will ideally be from historically under-represented communities.*

*c) The engagement effort should identify members of the public who are willing to serve on project implementation teams, with a goal of involving at least 50 people from each of the neighborhood planning areas to participate in ongoing action teams.*

*d) The engagement effort should result in implementation plans that do the following:*

*\* Identify priority actions for implementation by the City, neighborhood, and other actors.*

*\* Articulate specific steps and deliverables that the City, neighborhood residents, businesses, or other actors will be responsible for completing within an estimated timeframe.*

*\* Contain the proposed goals, policies, and strategies from the neighborhood plan updates as well as those from the original neighborhood plans that remain relevant.*

*\* Include outstanding work items from the existing Approval and Adoption matrices for North Beacon Hill, North Rainier, and Othello neighborhood plans that neighborhoods have indicated a desire to carry forward.*

## **2. City Auditor's Recommendations**



The City Auditor's September 2007 report on Neighborhood Plan Implementation suggested the following outreach and engagement improvements if the City should decide to update the plans or initiate a new neighborhood planning effort.

- Be respectful of the enormous time investment of participants.
- Explain from the beginning how plans will be used.
- Be clear at the outset whether the update process will be City-directed or neighborhood directed.
- Be clear about the decision-making process for including items in a plan.
- Establish a process to ensure citizen participants and City staff are provided with consistent guidance.
- Include a process for obtaining broad community input at regular intervals over the life of the plans.
- Ensure participants prioritize the recommendations from the start.
- Distinguish items over which participants have actual control and those which require the action of other agencies.
- Consider and describe how neighborhood planning fits (or does not fit) with the City's multitude of planning efforts.

### ***C. Affected Populations & Roles in Neighborhood Plan Updates***

The following describes how interim recommendations and final decisions will be made. Citizens, city staff and elected officials all play important roles in the process. Community members and stakeholders will guide the plan update process. The update process will respect the previous community efforts by building on the recommendations from the previous neighborhood plans to identify new plan activities. Community participation in decision-making will help ensure the results reflect the community character. It will also help to include recommendations that would be implemented not just by government but also by residents, businesses, non-profits or others. The City and its consultants will provide technical expertise to evaluate the feasibility of recommendations, and define strategies to implement the results.

#### **1. Community**

Community: Community members will help define the future of their community by updating the shared vision, goals, policies and strategies of their neighborhood plan. This will be done through phases of inclusive outreach and engagement structured to: seek input into defining community priorities; give feedback on what was heard and provide greater detail on key priorities and strategies; and review and affirm the draft and final products. Most importantly the community will share responsibility for implementing the work plan that will grow out of the neighborhood plan updates.

Neighborhood Advisory Committee (NAC): The Department of Neighborhoods is establishing a local Neighborhood Advisory Committee (NAC) for the BBLHL update. The NAC will consist of 12-15 members representing a broad and diverse range of

community members, including socio-economically diverse residents, local business groups, and neighborhood organizations. The NAC will provide guidance on community meeting design and reach out to and gather input from a diverse representation of community members. This guidance will help to shape the Public Engagement Plan for the Update. They will use community input received through broad outreach and engagement (including POL) to advise the City on synthesizing community priorities into a cohesive plan update.

Public Outreach Liaisons (POLs): Public Outreach Liaison will reach out to and gather input from underrepresented communities, and provide guidance to City on content and process for engaging a diverse community. They will implement strategies for inclusive engagement. POLs are responsible for their communities' understanding of the materials and ability to provide feedback. They will solicit participation of community members in public meetings throughout the process.

## **2. City**

City Staff: Defines the neighborhood plan update process, provides the background materials and support materials needed for community decision making. Clearly communicate the City's priorities and values so that the final product reflects the shared values and work plan between the community and City. Design and implement the engagement process to maximize community involvement. Analyze community input in order to create the final documents. Work with the Mayor and Council to include the neighborhood's goals and policies into the City's Comprehensive Plan and to seek funding to implement the strategies and work items of the work plan. The City is ultimately responsible for a successful process and neighborhood plan update.

Appointed Officials: Diane Sugimura, DPD Director and Stella Chao, DON Director provide departmental oversight of the project management, and into the development of briefings and possible actions by the Executive and Council.

Legislative and Executive: City Council and Executive initiated the neighborhood planning updates. DPD and DON will undertake the planning in accordance with Ordinance#122799. Staff will brief the Council at various points. Additionally, City Council considers community input when taking action on plan updates, action plans, or elements of the updates.

DPD and DON staff will also have briefings with the Executive. The Executive will consider community input when developing the final Legislation Packages for Council action. Staff briefings to decision-makers will include summaries of "themes" heard during the public involvement and a description of how public involvement affected the outcome.

The Mayor and City Council have not specified the process for approving plan updates, but it is anticipated to be similar to previous efforts including:

- Council Recognition of Plan Updates

- Council Adoption of amended Neighborhood Plan Goals and Policies into Neighborhood Planning Element of Comprehensive Plan
- Executive proposals for land use code changes (zoning and development regulations)
- Council Action on Land Use Legislation

Planning Commission: The Seattle Planning Commission has historically taken an active role in reviewing neighborhood plan processes and outcomes, and may make recommendations to the Mayor and Council.

Other Agencies: In some instances (such as schools), neighborhood plan update may contain recommendations on subjects on which other agencies have authority. City staff will work with communities and respective agencies to draft options and recommendations for consideration by these agencies.

### **3. Role of Community Input during Each Project Phase**

Orientation and Preparation: The NAC convene during this period and get oriented to neighborhood planning and City functions so that it can fulfill its role to provide guidance on community meeting design and reach out to and gather input from a diverse representation of community members. During this period the City will also hire POLs and begin informing them about the update process.

Phase 1 Project Scope & Issue Identification: The community will learn about the update process, and provide input about their issues and priorities to address during the neighborhood plan update. The NAC will use this input to guide the scope of the update and to select a consultant who will support work on an area of priority.

Phase 2 Preliminary Strategies: Working with the NAC, the City will develop preliminary strategies that address the community and City objectives. Community members will participate in interactive meetings to review and provide input on these strategies. The NAC will use the resulting feedback to guide the City and consultants on the refinement of the strategies and formulation of the Draft Update.

Phase 3 Draft Update: City works with the NAC to draft the plan update, based on community priorities and insight from consultant studies and within the parameters set by city policies and plans. Community members will be asked to participate in a third workshop to provide direction on finalizing the vision, goals policies, and strategies.

Phase 4 Final Update and Draft Action Plan: The City will prepare the final plan update, reflecting the input received during the previous phase and engage the community in prioritizing actions for the community and City to work on implementing. The community will review/confirm the plan, and help to define actions and priorities.

Phase 5 Affirmation and Implementation: The Council may work with staff to host a community meeting as part of the Council's consideration of the update

recommendations. Community members may also be able to attend and/or offer comment at Council meetings when considers legislation.

During this phase, the community will begin defining and participating on “action teams” that will work on update projects.

A more details description of work phases, deliverables, activities and role of community input at each phase is provided in Appendix 1.

#### **4. Legally Mandated Public Engagement**

The City will complete Environmental Review (SEPA Checklist). There is a public comment and appeal period associated with SEPA.

#### **5. Relationship to other Ongoing Planning Efforts**

The City conducts many planning exercises. Some are required because of federal or other regulations or because of funding requirements (e.g., annual plans to qualify for federal housing or human services funding). Others are part of the way the City does business. Most of these efforts incorporate public involvement. To avoid confusion and to establish realistic expectations, the City will clarify, at meetings throughout the process, the relationship of neighborhood plan recommendations to other efforts and decision-making processes.

### ***D. Outreach and Engagement Methods***

The outreach for the updates will build on the work of those who created the neighborhood plans, and strive for an inclusive process. The City will work with the NAC to use varied approaches for outreach such as mail, announcements, media, word of mouth, and direct outreach to churches, chambers, community groups, district councils and others. The following describes the approaches.

#### **1. Outreach to Under-Represented Communities (see Appendix X)**

DON has developed the Planning Outreach Liaison strategy to engage historically underrepresented communities. Many of the methods and materials are specific to this work, and are best described through an attached document.

#### **2. Types of Public Outreach & Ongoing Information Sharing**

The City will reach out to stakeholders though a variety of methods in order to share information and to encourage their engagement in the Neighborhood Plan Updates.

Mailings and Email: The City will use the following mail and email:

- Standard mailings or carrier route mailings to all addresses in the urban village to establish broad interest in the update process and to announce the initial “Scoping and Prioritization” phase. Initial mailing may include a questionnaire.
- Email meeting invitations to all large public meetings, making extensive use of community group email lists

- Email meetings summaries to large meeting attendees who provide email addresses
- Mail meeting summaries to large meeting attendees without email.
- DON has created a Listserve  
<http://www.cityofseattle.net/neighborhoods/npi/documents/Nhdidentificationform.doc> to distribute email and materials for the updates.

Web Posting: The City will make extensive use of the DON  
<http://www.cityofseattle.net/neighborhoods/npi/updates.htm> and DPD  
[http://www.seattle.gov/dpd/Planning/Neighborhood\\_Planning/Overview/default.asp](http://www.seattle.gov/dpd/Planning/Neighborhood_Planning/Overview/default.asp) Neighborhood Planning Update websites to post:

- Agendas of the large, general public meetings at least one week prior to the meeting date.
- Meeting materials for the large, general public meetings are posted on the web to the extent possible before meetings.
- Meeting summaries of the large, general public meetings within two weeks of meetings
- NAC Agendas and meeting summaries  
<http://www.cityofseattle.net/neighborhoods/npi/bbhnac.htm>

The City will also work with local blogs to reach community members.

New Releases/Articles: The City may prepare periodic news releases provide information on the progress on the Neighborhood Plan Updates, to advertise events and to stimulate press coverage at meetings. Examples of news releases could include the following.

- Update Scope and Prioritization Workshops: To provide information about the background, scope and schedule of the project. To provide contact information and advertise the web site. To encourage attendance at workshops and to provide a preview of topics that will be covered.
- Workshop Results: To announce who participated in the workshop and the results.
- Preliminary Strategies Workshop: To publicize the preliminary strategies workshop.
- Draft Plan to publicize the draft recommendations and encourage attendance at the review workshop.
- Plan Submittal: To draw attention to the final proposal and Council review of Updates.

### **3. Types of Public Engagement**

The City will engage the public and facilitate their participation in Neighborhood Plan Updates using a variety of formats.

Outreach to under-represented communities: DON developed the Public Outreach Liaison process for engaging historically under-represented populations in the Updates. The City will use innovative outreach and engagement activities that allow

and encourage the diverse participation of the community while respecting cultural customs and traditions. This will include bring meetings and events to people and make use of already established meetings in the community.

Stakeholder Meetings: Staff and of NAC members may attend stakeholder groups' meetings. This format is useful for inviting people to larger community meetings, disseminating information, and gaining the input of specific stakeholder groups.

Large Format Meetings: Large meetings work well for general public engagement, of community members without language or cultural differences that inhibit participation. The can be structured for several hundred participants to gain information, work together, share ideas and hear different viewpoints.

Open Houses: Open house meetings are generally informal; attendees may arrive over a period of time to review the displayed materials. Staff is available to answer questions on-on-one and to record comments.

Public Workshops: Workshops are opportunities for stakeholders and the City to work together in an interactive format to define and/or address a set of issues. Workshops usually involve presentations, break-out tables and presentations of group results.

Charrettes (Interactive Workshops): Charrettes are design-oriented workshops that can span several hours or days. Charrettes typically involve "experts" in a focused manner, allowing them to concentrate on a pre-defined set of issues.

On-Line and Text Messaging: In addition to the on-going information sharing described below, the internet and cell phone texting may be used for engagement. This format may work best for people with ready access to computers, but little time to inclination o attend lengthy meetings. This could include:

- A web based comment forum; and
- Web based questionnaire(s) potentially (e.g. survey monkey) in coordination with key public engagement milestones in order to allow for community members to offer comment on their own schedule.
- Neighborhood Planning Facebook site
- Text-based polling

#### **4. Public Engagement Summary**

The final report will document the public involvement process and include: an overview of the engagement methods and materials; the numbers of stakeholders and organizations engaged; the issues and alternative; highlighting areas of key differences; and explain how the final recommendations were developed.

**Appendix 1. Roles/Activities During the Neighborhood Plan Updates - DRAFT** Note: “City” refers to the City NPU Core Team. *Italics* are still in development

Phase	Deliverable	Who	Activity
<b>Initial Organization</b> Start NACs and produce initial planning and outreach materials (Sept. - Dec '10)	NAC Orientation	NAC and City	<ul style="list-style-type: none"> <li>City conduct orientation for NAC, providing overview of NPU and the community input process.</li> <li>Set NAC meeting schedule.</li> </ul>
	Reserved NAC seats filled	NAC and City	<ul style="list-style-type: none"> <li>Recruit additional candidates to widen the range of interests represented on the NAC e.g. youth/people living with disability.</li> </ul>
	NAC Work Plan	NAC and City	<ul style="list-style-type: none"> <li>Finalize NAC Work Plan, including guidance on City's outreach plan, timeline, product, responsibilities, etc.</li> <li>Determine NAC structure and procedures with guidance from City on best practices.</li> </ul>
	Neighborhood Planning Preparation	NAC and City	<ul style="list-style-type: none"> <li>Get oriented to neighborhood plan, comprehensive plan, and additional city plans and programs to be considered. Presentations from city departments.</li> </ul>
<b>Phase 1: Establish Update Scope &amp; Priorities</b> Prepare for and hold first community meeting (Jan. - Mar. '11)	Community Education and Initial Scoping	NAC	<ul style="list-style-type: none"> <li>Reach out to groups, organizations, businesses, and individuals in the community and solicit initial scoping input.</li> </ul>
		POLs	<ul style="list-style-type: none"> <li>Outreach to and engage HUC in parallel meetings to orient participants to NPU and solicit initial scoping input. Prepare language/culture appropriate materials</li> </ul>
	Community Meeting #1	Community	<ul style="list-style-type: none"> <li>Community gives input on scope definition for neighborhood plan update. Defines vision, goals, priorities</li> </ul>
		NAC	<ul style="list-style-type: none"> <li>Reach out to groups, organizations, businesses, and individuals in the community to attend the first community meeting for broader community input</li> </ul>
		City	<ul style="list-style-type: none"> <li>Define meeting content, determine what information the City is seeking, what needs to be discussed to capture what the community is saying</li> <li>Provide support through mailings and meeting costs and logistics (i.e. translation, interpretation, meeting rooms, handouts)</li> </ul>
		POLs	<ul style="list-style-type: none"> <li>POLs provide interpretation and ensure that all HUC voices are heard during city-hosted event</li> </ul>
		City & NAC	<ul style="list-style-type: none"> <li>NAC provides guidance on agenda, etc. (community's vision for neighborhood). City to coordinate and conduct meeting.</li> </ul>
	Input Summary (Scope Definition)	City	<ul style="list-style-type: none"> <li>Synthesize community input from general community meeting and concurrent POL workshops</li> </ul>
		NAC/ POL's	<ul style="list-style-type: none"> <li>Review Community Input Summary to ensure it accurately reflects community input.</li> <li>Reconcile community input and priorities with City policy to define shared scope for update</li> </ul>
<b>Phase 2: Develop Preliminary Strategies</b> Collate information from March meetings; plan for June meeting to present initial strategies (Apr. – Jun. '11)	Selection of Consultant & Consultant Work Plan	NAC and City	<ul style="list-style-type: none"> <li>City recommends a short list of consultants based on community's identification of needs. NAC interviews and helps select consultant.</li> <li>NAC and City work together with consultant to create consultant work plan.</li> </ul>
	Define Initial Strategies	NAC and City	<ul style="list-style-type: none"> <li>Work with City departments and Consultants to develop initial strategies responding to community priorities and update scope</li> </ul>
		POL	<ul style="list-style-type: none"> <li>Detailed discussions on key priorities and seek feedback on what we heard, did we get it right?</li> <li>POLs host concurrent workshops</li> </ul>
	Community Meeting #2	NAC and City	<ul style="list-style-type: none"> <li>Define meeting content</li> <li>Conduct Outreach</li> </ul>
<b>Phase 3: Draft Updates</b> Prepare Draft Updates and Begin Action Plans (Jul. – Sept. '11)	Draft Plan based on community priorities and city policies	NAC and City	<ul style="list-style-type: none"> <li>City drafts plan based on community priorities and insight from Consultant studies with guidance from the NAC and within the parameters set by city policies.</li> <li>City drafts and publishes the plan</li> </ul>
	Community Meeting #3	City and NAC	<ul style="list-style-type: none"> <li>Same roles as for Community Meeting #1.</li> </ul>
		Community	<ul style="list-style-type: none"> <li>Community gives feedback on draft plan update.</li> </ul>
		POL	<ul style="list-style-type: none"> <li>All HUC are asked to attend general community meeting. POLs provide interpretation at the meeting.</li> <li>POLs continue to host parallel meetings for seniors and people living with disabilities</li> </ul>
		NAC	<ul style="list-style-type: none"> <li>Reach out to groups, organizations, businesses, and individuals in the community and solicit comment on Draft Update.</li> </ul>
	Input Summary	City and NAC	<ul style="list-style-type: none"> <li>City summarizes community feedback on draft plan.</li> <li>NAC reviews Community Feedback Summary to ensure it accurately reflects community input.</li> </ul>
<b>Phase 4: Prepare Final Plan and Draft Action Plan</b> (Oct. – Dec. '11)	Community Meeting #4	NAC and City	<ul style="list-style-type: none"> <li>NAC and City work together to ensure actions meet the intent of the plan</li> </ul>
	Action Plan	City	<ul style="list-style-type: none"> <li>Publish Final Plan Update and Draft Action Plan based on community priorities and insight from Consultant studies with guidance from the NAC.</li> </ul>
		POL	<ul style="list-style-type: none"> <li>POLs will invite HUC to attend December Community Open House. They will host participants providing interpretation and translations as needed.</li> <li>POLs continue to host parallel meetings for seniors, people living with disabilities and youth.</li> </ul>
		City	<ul style="list-style-type: none"> <li>Refine draft actions for inclusion in Action Plan</li> </ul>
<b>Phase 5: Action Plans</b> Prepare Comp Plan amendments and Urban Design Frameworks; Prep for Community Mtg to finalize Action Plans (Jan – Apr. '12)	Community Affirmation with City Council	City	<ul style="list-style-type: none"> <li>Support Council Affirmation Process</li> </ul>
		POL	<ul style="list-style-type: none"> <li>All HUCs stake-holders are asked to participate in General Community Meeting/Open House.</li> </ul>
	Community Action Team	NAC and City	<ul style="list-style-type: none"> <li>Will work together to bring community interest to action teams</li> </ul>
		POL	<ul style="list-style-type: none"> <li>POLs will work with HUCs who had signed up to be part of ongoing participation—serving as members of NPU Action Teams.</li> </ul>
		Community	<ul style="list-style-type: none"> <li>Prioritize action plan elements and define "Action Teams", and enlist in "Action Teams"</li> </ul>

## Appendix 2. Specific Public Engagement Methods (DRAFT)

<i>Tools &amp; Logistics</i>	<i>Outreach to Underrepresented Communities</i> <b>Ongoing</b>	<i>Phase 1</i> <b>Establish Update Scope &amp; Priorities</b> <b>January - March 2011</b>
Objectives of Engagement at Each Phase	<ul style="list-style-type: none"> <li>• Build relationships</li> <li>• The Objectives at each phase are basically the same as with the general engagement.</li> </ul>	<ul style="list-style-type: none"> <li>• Share information on existing conditions &amp; changes since plan was completed</li> <li>• Define continuing and new issues</li> <li>• Prioritize issues to produce a scope for the update. Scope will direct staff and consultant work.</li> <li>• </li> </ul>
Desired Outcomes	<ul style="list-style-type: none"> <li>• Inclusive process</li> <li>• Informed participants</li> <li>• Documentation of interests</li> </ul>	<ul style="list-style-type: none"> <li>• Documentation of issues and general priorities.</li> <li>• The City will work with the NAC to use the collected information to establish the issues and priorities for the updates.</li> </ul>
Outreach (Informing / Advertising)	<ul style="list-style-type: none"> <li>• Phone calls</li> <li>• Emails</li> <li>• Community Newspapers</li> <li>• Announcements at community meetings &amp; events</li> </ul>	<ul style="list-style-type: none"> <li>• Press Release</li> <li>• Newspaper announcements</li> <li>• Email and/or mailing to organization lists</li> <li>• Carrier Route Postcard with possible mail back questionnaire</li> </ul>
Reporting Back	<ul style="list-style-type: none"> <li>• Reporting back will primarily occur through the POLs</li> </ul>	<ul style="list-style-type: none"> <li>• Scope and priorities will be posted on web site, emailed to attendees with email and sent to those without.</li> </ul>
Engagement Format(s) And Venue	<ul style="list-style-type: none"> <li>• Format varies, but generally consistent with general public meetings format for the respective phase of engagement</li> <li>• Meet with groups at their own gathering space. Meetings with seniors and persons with disabilities will mostly be at facilities convenient to them.</li> <li>• POLs will also encourage attendance at general community meetings</li> </ul>	<ul style="list-style-type: none"> <li>• Presentation of data and preliminary issues</li> <li>• Breakout tables to engage in issue identification</li> <li>• Dot exercise for priorities</li> <li>• Report back and summary</li> <li>• POLs will conduct workshop that includes an introduction to NPU and will cover the same format and questions at the general March meeting. POLs will invite people to and will serve as hosts and interpreters at March meeting.</li> <li>• Materials will be translated</li> <li>• <u>Venues</u></li> <li>• TBD</li> </ul>
Public Engagement Materials Tools	<ul style="list-style-type: none"> <li>• Generally consistent across meetings</li> <li>• Maps &amp; Other Visuals</li> <li>• Multiple translations</li> <li>• Interpretation</li> </ul>	<ul style="list-style-type: none"> <li>• PowerPoint for presentation portion</li> <li>• Large format maps (pdf for web posting)               <ul style="list-style-type: none"> <li>○ Existing Conditions Maps</li> <li>○ Healthy Living Assessment Maps</li> <li>○ Photos of Existing Conditions</li> </ul> </li> <li>• Comment forms</li> <li>• Flip Chart</li> </ul>
On-line Engagement	<ul style="list-style-type: none"> <li>• TBD</li> </ul>	<ul style="list-style-type: none"> <li>• Survey Monkey questionnaire to be developed and available for 1 +/- month</li> <li>• Materials will be posted on the web site</li> </ul>